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*The WAYZATA E v e r b e a r i n g Strawberry*  
*The Proven Leader of All Everbearing Strawberries.*



PICKING WAYZATAS  
IN  
CALIFORNIA  
ON  
DECEMBER 22

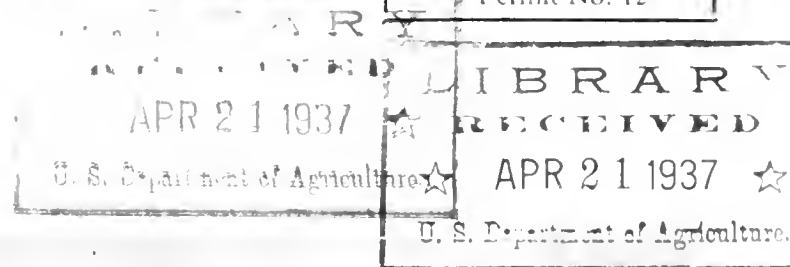
*Plant Stock now Available. Prices quoted inside this cover*  
DEVELOPED BY  
FRED W. BRADEN, Box 21, Wayzata, Minn.



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U. S. POSTAGE  
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WAYZATA, MINN.  
Permit No. 12



U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY  
Fruit and Vegetable Crops and Diseases  
U. S. D. A.

••• 8-3591

# ORIGIN.

The Wayzata was discovered in an experimental plat of Everbearers we had growing ten years ago. The name Wayzata was given to it by the public who asked for the "Wayzata" strawberries. We have no other way of knowing exact origin.

## MERITS AND CHARACTERICS.

**PLANT**--Has dark green leafed foliage. This characteristic has proven by extensive testing to be of great benefit to any strawberry plant, making the plant disease resistant. This with the healthy abundant root system supplies ample food for a heavy yield of exceptional fruit. More hardy than other varieties in withstanding severe cold and severe drought.

**BERRIES**--Immense size--bright color--have polished appearance --generally wedge-shaped, making them an easy packer and gives them an attractive appearance in any container.

**FLAVOR**--Far excells that of any other strawberry. Wins all who taste it.

**KEEPING QUALITIES**--Retains color, gloss and firmness several days after picking.

**YIELD OF FRUIT**--Outyields all other varieties both in quantity as well as in ''dollar''-profits. Produced for us in the last five dry seasons from \$700 to as high as \$1200 per acre. This is possible because the Wayzata brings from \$1.00 to \$2.00 more per 24 pint case than all everbearing strawberries including Gem and Mastodon.

## RUNNER PRODUCTION.

A great deal has been said about the Wayzata not being a plant maker. Through ten years of growing and experimenting with this variety I have developed a method of fertilizing and care of these plants whereby I have been able to make them produce from 75,000 to 150 000 plants per acre through the driest seasons we have ever experienced in Minnesota with but little irrigation. My pamphlet on this culture will be sent free with each order of Wayzatas. The Wayzata will grow equally well on clay, sand, or muck (peat) soils.

## AN ALL-SEASON BERRY.

Why set several varieties of strawberries when the Wayzata will give you an all season crop from June until the first hard freeze in the Fall? In setting spring varieties you have to wait from April until June of the next year for your first berries. In this Northern district your blossoms on these plants may be caught with a late frost and you will have no crop whatever. Wayzatas set in the spring will start fruiting in July the first season and continue until the first hard frost. The next spring they will give you a good crop of the finest flavored berries you can grow. This same patch with proper care after the June crop is

harvested will produce another large crop of wonderful berries from August until the first freeze. This makes you three crops in 18 months time. Set WAYZATAS and be sure of your berries through the entire season.

## AN OPPORTUNITY.

With our government putting most of the farm crops under control and restricting the growth of many commodities, the WAYZATA offers an opportunity for any farmer or market gardener to realize a daily income from the last of July until the first killing frost as these berries will sell on sight on any market. After a customer has tried them once they will be their favorite fruit the balance of the season. It is not necessary to have a large market to be able to make a good profit with a patch of WAYZATAS. Be the first one in your community to offer these wonderful berries for sale and reap the benefit of having control of the fall berry season. Wherever the WAYZATA is once offered, it becomes the leading berry on any market.

NOTICE—These prices are prepaid on lots up to 400.

25 plants.	\$ 1.75
50    "    .....	2.75
75    "    .....	3.25
100   "    .....	4.75
200   "    .....	7.50
250   "    .....	8.75
300   "    .....	10.75
400   "    .....	13.75
500   "    .....	16.50 F. O. B.
1000   "    .....	32.50 F. O. B.

Lots of 5000 or over at \$30.00 per thousand F. O. B. Wayzata.

No plants to offer at less than prices quoted.

These prices subject to change without notice.

Reference; Wayzata State Bank.

DISCOUNT for cash in full with order.

15% before Feb. 15.  
10% before April 1.  
5% remainder of season.

No discount for Canadian orders.

WAIVER—The planting and care of the Wayzata Plants sold by me being beyond my control I offer no guarantee whatsoever, other than the plants reach you in good condition and are true to name. If plants are damaged in transit or are not satisfactory, they must

all be returned for replacement or refund.

Be sure to advise me when you want your plants shipped. It is usually April 1st to 15th before we can dig plants.

If your express office is different from your mailing address, please so state with your order.

## Comparison With Other Everbearings.

I have many inquiries asking me to compare them with some other variety of everbearing. The WAYZATA far excells the Progressive, Mastodon or recent introduction Gem in many ways. It is much hardier and disease resistant; the blossom stems are large and long, holding the berries well off the ground, is a much larger yielder. berries of a much higher quality and with a firmness that will stand shipping long distances without refrigeration. Other features of this wonderful berry are described more fully in other parts of this pamphlet.

### Why you should buy your Wayzata Plants from me.

I grow no other variety of strawberry (nor other nursery stock), so there will be no mixture of plants in your order.

These plants have all been cared for in the way of fertilization for berry production, well cultivated and irrigated with no dry weather setbacks. Each plant is well developed and ready to put out a large crop the first year.

My plants are runner plants from 1936 settings, no old crowns or crown divisions. Do not let anyone tell you that a year old crown (which are being offered by some growers) will do as well as runner plants.

My plant stock is State inspected and certified by the State of Minnesota and has been on certified list for past four seasons.

I pack your order right and guarantee it to reach you in good setting condition.

I have built a reputation selling Wayzata plants and in order to maintain that reputation I cannot ship anything but the very best.

You are invited to visit my place at any time.

### WHAT OTHERS SAY:

Pasadena, California, October 20, 1935

MR. FRED W. BRADEN  
Wayzata, Minnesota

Dear Sir: Received the 1,000 Wayzata Everbearers, Friday the 18th in splendid shape. They looked like they had just been lifted from the ground. Southern California is not noted as a strawberry section and the further inland you go the harder it is on plants. We have six to eight months of very hot and dry weather. Last spring I purchased 3,500 Everbearing Strawberries, five varieties, including New Gem, Mastodon, etc. I picked more berries from the 117 Wayzata plants to date than all the rest of the Everbearers. This seems like an exaggerated statement but it is a fact my neighbors will verify. If this statement were not true, you would not have received my order for 1,000 Wayzata plants at \$35.00 when I can buy Mastodons for \$5.00 and Gems for \$9.50 per thousand.

My three acres are located on S. H. No. 11, a boulevard with many thousand cars passing by daily. The city folks get a great kick out of picking their own strawberries and when they found this small patch of Wayzatas, would go no further, and would invariably go straight back to the Wayzata patch next time. The weather is now cooler and I picked eight boxes of Wayzatas yesterday and the vines are full of blooms and green fruit. Not once during the summer have I failed to pick berries from this patch.

Any prospective buyer of Wayzata could see with their own eyes what the plants will do in Southern California. I could not expect more and you need not hesitate to guarantee their fitness for this section. The evidence is right here before them if they care to look.

Respectfully,

H. F. WATSON, 1112 Linda Vista,  
Pasadena, California

I am very well pleased with the results obtained from your new strawberry which you named Wayzata. It has lived up to all you said it would do. It is a very sturdy variety that produces fruit that is extremely large, firm and with a very sweet flavor. With us it has set new plants very freely and can say that it has outdone the Mastodon two to one in all respects. It is a pleasure to sell and will recom-

mend it very highly. I congratulate you for producing this fine strawberry.—L. R. FISHER, Minneapolis, Minnesota.

Wayzata plants were set out early this Spring without irrigation until late in the year and proved drought resistant while other varieties burned out.

The plants now (December 1st) show promise of a good crop in the Spring and coming Fall.

People in Sheboygan who bought these berries at our roadside stand simply went wild over them in enthusiasm to have June berries during the months of August, September and October.

HENRY GREGER, Sheboygan, Wis.  
Brunswick, Maine, October 19, 1936

MR. FRED W. BRADEN  
Wayzata, Minnesota

My Dear Sir: The three thousand Wayzata strawberry plants I bought of you last May came all the way from Minnesota in fine shape.

They started a lot of runners but we had a very dry spell which curtailed the number of runner plants very much. I have, however, some six to eight thousand fine runner plants.

Now as to fruit. The dry spell curtailed my yield at least one-third. I sold my first berries July 31 and up to October 12 I have sold \$112.78 of berries. In addition to this we have had all the berries on our table we wanted for a family of eight, five of whom are children, all of which are very fond of strawberries. We have also canned berries for our winter use.

October 13 and 14 we had a heavy frost which froze the ground more than an inch. This of course hurt the berries. I picked a quart yesterday, October 18th, which I will sell today. There are a lot of flowers and green berries on the plants and many quarts of ripe berries spoiled by the freeze.

A frost that will kill corn does not seem to hurt either blossoms or fruit, but if the ground freezes more than one inch it is about the end of the season's crop.

In my opinion the Wayzata is the most wonderful strawberry ever produced.

Yours truly, E. A. ROGERS